

WHAT IS CLAIMED IS:

1. A data communication system comprising:
 - a transmitting apparatus incorporating a contents data generating means for generating a contents data;
 - 5 a plurality of receiving apparatuses;
 - a data transmitting apparatus which transmits data between said transmitting apparatus and said receiving apparatuses;
 - a data selecting and receiving means wherein at least one of said plural receiving apparatuses selects and receives data transmitted from
 - 10 said transmitting apparatus;
 - a received data processing means for processing data received by said data selecting and receiving means, and
 - a profile ID linking means which initially generates a profile ID corresponding to a profile related to said contents data and/or
 - 15 transmission and reception of said contents data and then causes said profile ID to be linked with said contents data; wherein
 - a receiving device incorporating a received profile ID data memory means for storing a profile ID data including a receivable profile ID is interchangeably incorporated in at least one of said
 - 20 receiving apparatuses; and
 - said data selecting and receiving means selects and receives data based on said profile ID.
2. The data communication system according to Claim 1, wherein
 - said profile ID linking means causes said profile ID to be linked
 - 25 to said contents data by addition, and
 - said data selecting and receiving means selects and receives said contents data based on said profile ID.
3. The data communication system according to Claim 1 or Claim 2, wherein
 - said profile ID linking means comprises:
 - a profile generating means for generating a profile related to said

contents data and/or transmission and reception of said contents data;

a profile ID generating means for generating a profile ID in correspondence with said profile of said contents data generated by said profile generating means;

5 a profile data memory means for storing a profile data including said profile related to said contents data generated by said profile generating means and/or transmission and reception of said contents data and said profile ID generated by said profile ID generating means and related to each of said corresponding profiles;

10 a profile selecting means for selecting at least one profile and a profile ID corresponding thereto from said profile data stored in said profile data memory means;

a profile ID determining means for determining a profile ID to be linked with said contents data based on the profile ID generated by said profile ID generating means and /or such profile ID selected by said profile selecting means; and

15 a profile ID writing means for writing said profile ID determined by said profile ID determining means into said corresponding contents data; wherein

20 said transmitting apparatus comprises a data transmitting means for transmitting said contents data containing said profile ID written by said profile ID writing means via broadcasting form.

4. The data communication system according to any of Claims 1, 2, and 3, wherein

25 at least one of said receiving apparatuses comprises:

a received profile ID data processing means which is constituted so as to able to analyze said profile ID received by said data selecting and receiving means and change said received profile ID data stored in said received profile ID data memory means.

30 5. The data communication system according to Claim 4, wherein said receiving device of at least one of said receiving apparatuses

incorporates said received profile ID data processing means.

6. The data communication system according to any of Claims 1 through 5, wherein

5 said receiving device provided for at least one of said receiving apparatuses incorporates said data selecting and receiving means.

7. The data communication system according to any of Claims 4, 5, and 6, wherein

10 said received profile ID data processing means generates said received profile ID data or is constituted to be able to change said received profile ID data stored in said received profile ID data memory means.

8. The data communication system according to any of Claims 1 through 7, wherein

15 said receiving device provided for at least one of said receiving apparatuses further comprises said received data processing means.

9. The data communication system according to any of Claims 2 through 8, wherein

said data selecting and receiving means comprises:

20 a profile ID identifying means for identifying whether said contents data should be received or not based on said profile ID added to said contents data and in accordance with said received profile ID data stored in said received profile ID data memory means; and

a data receiving means for solely receiving such a contents data identified by said profile ID identifying means to be receivable.

10. The data communication system according to Claim 9, wherein said received data processing means comprises:

30 an event signal generating means which generates an event signal for instructing execution of a predetermined process in accordance with said profile ID identified by said profile ID identifying means to be receivable and then outputs said event signal; and

a contents data processing means for executing a predetermined

process against a contents data; wherein

based on said event processing data, said event signal generating means generates said event signal, whereas said contents data processing means executes a predetermined process against a contents data in
5 accordance with said event signal generated by said event signal generating means.

11. The data communication system according to Claim 10, wherein said event processing data is stored in said received profile ID data memory means.

10 12. The data communication system according to Claim 10, wherein at least one of said receiving apparatuses further comprises an event processing data memory means which stores said event processing data therein.

13. The data communication system according to Claim 12, wherein
15 said receiving device provided for at least one of said receiving apparatuses further comprises said event processing data memory means.

14. The data communication system according to any of Claims 10 through 13, wherein
said received data processing means comprises a contents data
20 memory means for accumulating and storing received contents data, and said contents data processing means is constituted so as to be able to accumulate and store the received contents data and then to process said contents data accumulated and stored in said contents data memory means.

15. The data communication system according to any of Claims 10 through 14, wherein
said received data processing means further comprises an event
signal processing means which, based on an event signal generated by
said event signal generating means and in accordance with said event
30 processing data, executes a predetermined process against said receiving apparatus.

16. The data communication system according to Claim 1, wherein said transmitting apparatus is constituted as to be able to solely transmit said profile ID linked with said contents data, and

5 of said data selecting and receiving means provided for at least one of said receiving apparatuses comprises:

a profile ID identifying means which, based on said profile ID, identifies whether such a contents data linked with said profile ID should be received or not, and

10 a contents data transmission requesting means which, based on the identified result determined by said profile ID identifying means, outputs a transmission requesting signal for requesting transmission of said contents data linked with said profile ID against said transmitting apparatus.

17. The data communication system according to Claim 16, wherein said profile linking means is constituted as to cause said profile ID to be linked with said contents data by way of adding said profile ID to said contents data, and

said data selecting and receiving means selects and receives said contents data based on said profile ID.

18. The data communication system according to Claim 16 or 17, wherein

said profile ID linking means comprises:

20 a profile generating means which generates such a profile related to said contents data and/or transmission and reception of said contents data;

25 a profile ID generating means which generates a profile ID in correspondence with said profile of said contents data generated by said profile generating means;

30 a profile data memory means which stores such a profile data including said profile generated by said profile generating means and related to said contents data and/or transmission of said contents data and

also including such a profile ID generated by said profile ID generating means and related to each of said corresponding profiles;

a profile selecting means which selects at least one of profiles and a profile ID corresponding thereto from said profile data stored in said profile data memory means;

a profile ID determining means which, based on a profile ID generated by said profile ID generating means and/or such a profile ID selected by said profile selecting means, determines a profile ID that should be linked with said contents data; and

a profile ID writing means which writes said profile ID determined by said profile ID determining means into said corresponding contents data; wherein

said transmitting apparatus comprises a data transmitting means which transmits said contents data containing said profile ID written by said profile ID writing means via broadcasting form.

19. The data communication system according to any of Claims 16, 17, or 18, wherein

at least one of said receiving apparatuses comprises a received profile ID data processing means which is constituted as to be able to analyze said profile ID received by said data selecting and receiving means and then to change said received profile ID stored in said received profile ID data memory means.

20. The data communication system according to Claim 19, wherein said data receiving device provided for at least one of said receiving apparatuses comprises said received profile ID data processing means.

21. The data communication system according to any of Claims 16 through 20, wherein

said data receiving device provided for at least one of said receiving apparatuses further comprises said data selecting and receiving means.

22. The data communication system according to any of Claims 19, 20, or 21, wherein

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said received profile ID data processing means is constituted to be able to generate said receivable profile ID data or change said received profile ID data stored in said received profile ID data memory means.

23. The data communication system according to any of Claims 16 through 22, wherein

said data receiving device provided for at least one of said receiving apparatuses further comprises said received data processing means.

24. The data communication system according to any of Claims 17 through 23, wherein

said data selecting and receiving means comprises:

a profile ID identifying means which, based on said profile ID added to said contents data and in accordance with said received profile ID stored in said received profile ID data memory means, identifies whether said contents data should be received or not; and

a data receiving means which solely receives such a contents data identified by said profile ID identifying means to be receivable.

25. The data communication system according to Claim 24, wherein said received data processing means comprises:

an event signal generating means which generates and outputs such an event signal for instructing execution of a predetermined process in accordance with said profile ID identified by said profile ID identifying means to be receivable; and

a contents data processing means which executes a

predetermined process against such an event signal for coordinating a profile ID with the processing contents and also against a received contents data; wherein

said event signal generating means is constituted as to generate
5 said event signal based on said event processing data, and yet, said contents data processing means executes a predetermined process against a received contents data in accordance with said event signal generated by said event signal generating means.

26. The data communication system according to Claim 25, wherein
10 said event processing data is stored in said received profile ID data memory means.

27. The data communication system according to Claim 25, wherein
at least one of said receiving apparatuses further comprises an event processing data memory means which stores said event processing
15 data.

28. The data communication system according to Claim 27, wherein
said data receiving device provided for at least one of said receiving apparatuses incorporates said event processing data memory means.

29. The data communication system according to any of Claims 25
20 through 28, wherein

said received data processing means comprises a contents data memory means for cumulating and storing received contents data, wherein

25 said contents data processing means is constituted as to cause said contents data memory means to cumulate and store received contents data therein, and then, to process said contents data cumulated and stored in said contents data memory means.

30. The data communication system according to any of Claims
30 25 through 29, wherein

said received data processing means further comprises an event

signal processing means which, based on an event signal generated by said event signal generating means and in accordance with said event processing data, executes a predetermined process against said receiving apparatus.

- 5 31. The data communication system according to Claim 30, wherein at the time at which said profile ID identifying means identifies whether transmission of a contents data linked with said profile ID should be requested nor not,

10 said event signal generating means is constituted to generate an event signal, and

said contents data transmission requesting means outputs a transmission requesting signal for requesting transmission of said contents data linked with said profile ID.

- 15 32. The data communication system according to Claims 1 or 2, wherein

said data communication system further comprises a communication data processing apparatus which receives a data transmitted by said transmitting apparatus and then transmits received data to at least one of said receiving apparatuses, and

20 said communication data processing apparatus comprises said profile ID linking means.

33. The data communication system according to Claim 32, wherein said profile ID linking means comprises:

25 a profile generating means which generates such a profile related to said contents data and/or transmission and reception of said contents data;

a profile ID generating means which generates a profile ID corresponding to said profile of said contents data generated by said profile generating means;

30 a profile data memory means which stores such a profile data including said profile related to said contents data generated by said

profile generating means and/or related to transmission and reception of said contents data and also including said profile ID generated by said profile ID generating means and related to each of said corresponding profiles;

5 a profile selecting means which selects at least one profile and a profile ID corresponding thereto from said profile data stored in said profile data memory means;

 a profile ID determining means which, based on such a profile ID generated by said profile ID generating means and/or such a profile ID
10 selected by said profile selecting means, determines a proper profile ID that should be linked with said contents data;

 a profile ID writing means which writes said profile ID determined by said profile ID determining means into said corresponding contents data; and

15 said transmitting apparatus incorporates a data transmitting means which transmits said contents data containing said profile ID written by said profile ID writing means via broadcasting form.

34. The data communication system according to Claim 32 or 33, wherein

20 at least one of said receiving apparatuses further comprises a received profile ID data processing means is constituted to be able to analyze said profile ID received by said data selecting and receiving means and then to change said received profile ID stored in said received profile ID data memory means.

25 35. The data communication system according to Claim 34, wherein said data receiving device provided for at least one of said receiving apparatuses further comprises said received profile ID data processing means.

30 36. The data communication system according to any of Claims 32 through 35, wherein

 said data receiving device provided for at least one of said

receiving apparatuses further comprises said data selecting and receiving means.

37. The data communication system according to any of Claims 34, 35, or 36, wherein

5 said received profile ID data processing means is constituted to generate said received profile ID data or to change said received profile ID data stored in said received profile ID data memory means.

38. The data communication system according to any of Claims 32 through 37, wherein

10 said data receiving device provided for at least one of said receiving apparatuses further comprises said received data processing means.

39. The data communication system according to any of Claims 32 through 38, wherein

15 said data selecting and receiving means comprises:

 a profile ID identifying means which, based on said profile ID added to said contents data and in accordance with said received profile ID data stored in said received profile ID data memory means, identifies whether said contents data should be received or not; and

20 a data receiving means which solely receives such a contents data identified by said profile ID identifying means to be receivable.

40. The data communication system according to Claim 39, wherein said received data processing means comprises:

25 an event signal generating which, in accordance with said profile ID identified by said profile ID identifying means to be receivable, generates an event signal for instructing execution of a predetermined process and then outputs it; and

30 a contents data processing means which executes a predetermined process against an event processing data for coordinating said profile ID with processing contents and against a received contents data;

said event signal generating means generates said event signal based on said event processing data, and

said contents data processing means is constituted to execute a predetermined process against said contents data in accordance with said event signal generated by said event signal generating means.

41. The data communication system according to Claim 38, wherein said event processing data is stored in said received profile ID data memory means.

42. The data communication system according to Claim 38, wherein at least one of said receiving apparatuses further comprises an event processing data memory means which stores said event processing data therein.

43. The data communication system according to Claim 42, wherein said data receiving device provided for at least one of said receiving apparatuses comprises said event processing data memory means.

44. The data communication system according to any of Claims 40 through 43, wherein

said received data processing means incorporates a contents data memory means which accumulates and stores received contents data; and

said contents data processing means is constitutes to cause said contents data memory means to cumulate and to store received contents data therein, and then said received data processing means to process those contents data accumulated and stored in said contents data memory means.

45. The data communication system according to any of Claims 40 through 44, wherein

said received data processing means further comprises an event signal processing means which, based on an event signal generated by said event signal generating means, executes a predetermined process

against said receiving apparatus.

46. The data communication system according to any of Claims 1 through 4, 7, 9 through 19, 22, 24 through 34, 37, 39 through 45, wherein

5 said data receiving device is structured by means of a recording medium selected from a group consisting of a "Sim-Card", a "Smart-Media", a "Memory-Stick", a "Compact-Flash", and a "Memory-Card".

47. The data communication system according to any of Claims 1 through 46, wherein

10 said profile comprises such a data related to the contents of each contents data, such a data related to said transmitting apparatus, and such a data related to said receiving apparatuses.

48. The data communication system according to Claim 47, wherein data related to said transmitting apparatus includes the name of
15 transmitting party, time and location related to transmission, and the method of transmission.

49. The data communication system according to Claim 47, wherein data related to said receiving apparatuses comprises the sexual classification of the user, age, birth date, full name, registered address,
20 zip code, IP address, stationary telephone number, portable telephone number, mail address, kinds of available equipment for constituting a receiving apparatus, receptive capacity of the available receiving apparatus, reproducing capacity of the available receiving apparatus, operating system of the available receiving apparatus, names of the
25 POP/SMTP servers, group ID of the receiving parties, group identifier, individual ID, and individual passwords.

50. The data communication system according to any of Claims 47, 48, and 49, wherein

said profile includes such a data containing a tree-structure.

30 51. The data communication system according to Claim 50, wherein said received data processing means provided for at least one of

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- said receiving apparatuses further comprises a profile ID resetting means which, after causing said data selecting and receiving means to count the rounds of the reception of data received by itself, if the rounds of the reception of data received by said data selecting and receiving means are less than the predetermined rounds, resets said profile ID used for selecting data by said data selecting and receiving means to be back to such a profile ID corresponding to a profile having own layer one grade upper than a profile present in said tree structure corresponding to said profile ID.
52. The data communication system according to any of Claims 1 through 51, wherein
said profile ID is composed of an identifier.
53. The data communication system according to any of Claims 1 through 52, wherein
said profile ID linking means is constituted as to cause a plurality of said profile IDs to be linked with said contents data.
54. The data communication system according to Claim 53, wherein
said profile ID linking means causes a plurality of said profile IDs to be linked with said contents data via the form of AND, OR, NAND, NOR, or NOT.
55. The data communication system according to any of Claims 1 through 54, wherein
at least one of said receiving apparatuses further comprises:
a contents data generating means which generates a contents data;
a profile generating means which generates such a profile related to said contents data generated by said contents data generating means and/or transmission and reception thereof;
a profile ID generating means which generates a profile ID corresponding to said profile of said contents data generated by said profile generating means;

a profile data memory means which stores such a profile data including said profile generated by said profile generating means and related to said contents data and/or transmission and reception of said contents data and also including said profile ID generated by said profile
5 ID generating means and related to each of said corresponding profiles;

a profile selecting means which selects at least one profile and a profile ID corresponding thereto from said profile data stored in said profile data memory means;

a profile ID determining means which, based on a profile ID
10 generated by said profile ID generating means and such a profile ID selected by said profile selecting means, determines a proper profile ID that should be linked with said contents data;

a profile ID writing means which writes said profile ID determined by said profile ID determining means into said corresponding
15 contents data; and

a data transmitting means which transmits said contents data containing said profile ID written by said profile ID writing means via broadcasting form.

56. The data communication system according to any of Claims 1
20 through 55, wherein

said transmitting apparatus is movably structured.

57. The data communication system according to Claim 56, wherein
said transmitting apparatus is mounted on any movable means including an automobile, an electric train, a mono-rail train, a bicycle, a
25 movable food shop, or a movable chair, or the like.

58. The data communication system according to any of Claims 1 through 57, wherein

said contents data includes a sale data and prize data.

59. The data communication system according to any of Claims 1
30 through 58, wherein

at least one of said receiving apparatuses is movably structured.

60. The data communication system according to Claim 59, wherein at least one of said receiving apparatuses is mounted on an automobile, an electric train, or a bicycle, or manually carried by an individual user.

5 61. The data communication system according to Claims 15, 30, 31, 45 through 60, wherein

based on said event signal generated by said event signal generating means and in accordance with said event processing data, said event signal processing means is constituted as to be able to execute various processes against said receiving apparatus including display of pop-up message, activation of a vibrator, generation of audio, transfer of data, commencement of communication, activation of program, and reading of a contents data.

10 62. The data communication system according to any of Claims 1 15 through 60, wherein

said profile ID is ciphered by means of a specific ciphering code that can solely be deciphered by said transmitting apparatus and at least by one of said receiving apparatuses.

63. The data communication system according to Claim 62, wherein 20 in addition to said profile ID, said contents data is also ciphered by means of a specific ciphering code that can solely be deciphered by said transmitting apparatus and at least by one of said receiving apparatuses.

64. The data communication system according to Claim 62 or 63, 25 wherein

said profile ID and/or said profile ID and said contents data are also ciphered and then deciphered by means of a secret key not being open to any other than said transmitting apparatus and at least one of said receiving apparatuses and/or by means of such an open key being open 30 to any other than said secret key, said transmitting apparatus, and at least one of said receiving apparatuses.

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65. The data communication system according to Claim 64, wherein either a DES key or a triple DES key is used for constituting said secret key.
66. The data communication system according to Claim 64, wherein
5 either an RSA key, an RC2 key, an RC4 key, or a RGP key, is used for constituting said open key.
67. The data communication system according to any of Claims 1 through 66, wherein
at least one of said receiving apparatuses consists of a portable
10 telephone set.
68. The data communication system according to any of Claims 1 through 67, wherein
at least one of said receiving apparatuses consists of a personal-use receiving apparatus provided with a short-distance radio function.
69. The data communication system according to any of Claims 1
15 through 68, wherein
said profile ID is structured by way of optionally being input into ID space in the address forming system.
70. The data communication system according to any of Claims 1
20 through 69, wherein
said profile ID linking means causes said contents data to be linked with said profile ID by applying water mark technique.
71. The data communication system according to any of Claims 1 through 70, wherein
25 said data transmitting apparatus is capable of transmitting data via a communication network selected from a group comprising a ground TV broadcasting networks, satellite communication networks, cable TV broadcasting networks, radio broadcasting networks, short-distance radio communication networks, and a DAB broadcasting
30 network.
72. The data communication system according to any of Claims 1

through 71, wherein

said contents data includes such a stream-format data selected from a group consisting of video data signals and audio data signals.

73. A receiving apparatus used for a data communication system including a data selecting and receiving means for selecting and receiving a broadcast contents data and a received data processing means for processing said data received by said data selecting and receiving means; wherein

said receiving apparatus comprises a receiving device provided with a received profile ID data memory means for storing such a profile ID data including a receivable profile ID; and

said data selecting and receiving means is constituted as to select a proper contents data based on such a profile ID corresponding to a profile related to said contents data and/or transmission and reception of said contents data and being linked with said contents data.

74. The receiving apparatus used for the data communication system according to Claim 73, wherein further comprising:

a received profile ID data processing means which analyzes said profile ID received by said data selecting and receiving means and then changes said received profile ID data stored in said profile ID data memory means.

75. The receiving apparatus used for the data communication system according to Claim 74, wherein

said receiving device incorporates said received profile ID data processing means.

76. The receiving apparatus used for the data communication system according to any of Claims 73, 74, and 75, wherein

said receiving device further comprises said data selecting and receiving means.

77. The receiving apparatus used for the data communication system according to any of Claims 74, 75, and 76, wherein

said received profile ID data processing means is constituted as to be able to generate said receivable profile ID data or change said received profile ID data stored in said received profile ID data memory means.

- 5 78. The receiving apparatus used for the data communication system according to any of Claims 73 through 77, wherein

said receiving device further incorporates said received data processing means.

79. The receiving apparatus used for the data communication system
10 according to any of Claims 73 through 78, wherein

said data selecting and receiving means comprises:

- a profile ID identifying means which, based on said profile ID added to said contents data and in accordance with said received profile ID data stored in said received profile ID data memory means, identifies
15 whether said contents data should be received or not; and

a data receiving means which solely receives such a contents data identified by said profile ID identifying means to be receivable.

80. The receiving apparatus used for the data communication system according to Claim 79, wherein

- 20 said received data processing means comprises:

an event signal generating means which generates and outputs an event signal for instructing execution of a predetermined process in accordance with said profile ID identified by said profile ID identifying means to be receivable;

- 25 a contents data processing means which executes a predetermined process against an event processing data for coordinating a profile ID and processing contents and also against a contents data; wherein

- said event signal generating means is constituted as to generate
30 said event signal based on said event processing data and said contents data processing means to execute a predetermined process against a

contents data in accordance with an event signal generated by said event signal generating means.

81. The receiving apparatus used for the data communication system according to Claim 80, wherein

5 said event processing signal is stored in said received profile ID data memory means.

82. The receiving apparatus used for the data communication system according to Claim 80, wherein

10 at least one of said receiving apparatuses further comprises an event processing data memory means which stores said event processing data therein.

83. The receiving apparatus used for the data communication system according to Claim 82, wherein

15 said receiving device provided for at least one of said receiving apparatuses incorporates said event processing data memory means.

84. The receiving apparatus used for the data communication system according to any of Claims 80 through 83, wherein

20 said received data processing means incorporates a contents data memory means which cumulates and stores received contents data and said contents data processing means causes said contents data memory means to cumulate and store received contents data therein and then said contents data processing means processes said contents data cumulated and stored in said contents data memory means.

25 85. The receiving apparatus used for the data communication system according to any of Claims 80 through 84, wherein

30 said received data processing means further incorporates an event signal processing means which, based on an event signal generated by said event signal generating means and in accordance with said event processing data, executes a predetermined process against said receiving apparatus.

86. The receiving apparatus used for the data communication system

according to any of Claims 79 through 85, wherein

said profile ID identifying means further comprises a contents data transmission requesting means which, based on the result drawn by said profile ID identifying means, identifies that said contents data
5 linked with an input profile ID should be received, and then, if there is no input of said contents data linked with said profile ID, said requesting means outputs a transmission requesting signal for requesting transmission of such a contents data linked with said profile ID.

87. The receiving apparatus used for the data communication system
10 according to any of Claims 79 through 86, further comprising:

a contents data generating means which generates a contents data;

a profile generating means which generates a profile related to said contents data generated by said contents data generating means
15 and/or transmission and reception of said contents data;

a profile ID generating means which generates a profile ID corresponding to said profile related to said contents data generated by said profile generating means;

a profile data memory means which memorizes a profile data
20 including such a profile related to said contents data generated by said contents data generating means and/or transmission and reception of said contents data and such a profile ID generated by said profile ID generating means and related to each of said corresponding profiles;

a profile selecting means which selects at least one profile and a
25 profile ID corresponding thereto from said profile data stored in said profile data memory means;

a profile ID determining means which determines a proper profile ID that should be linked with said contents data based on a profile ID generated by said profile ID generating means and/or such a profile ID
30 selected by said profile generating means;

a profile ID linking means which causes said profile ID

determined said profile ID determining means to be linked with said corresponding contents data; and

a data transmitting means which transmits said contents data linked with said profile ID via broadcasting form.

- 5 88. The receiving apparatus used for the data communication system according to any of Claims 73, 74, 77, 79 through 87, wherein

said data receiving device consists of a recording medium selected from a group comprising a "Sim-Card", a "Smart Media", a "Memory Stick" a "Compact Flash", and a "Memory Card".

- 10 89. The receiving apparatus used for the data communication system according to any of Claims 73 through 88, wherein

said profile comprises such a data related to the contents of a contents data, such a data related to the transmitting apparatus, and such a data related to the receiving apparatuses.

- 15 90. The receiving apparatus used for the data communication system according to Claim 89, wherein

said data related to said transmitting apparatus includes the name of the transmitting party, time and location related to the transmission, and the method of transmission.

- 20 91. The receiving apparatus used for the data communication system according to Claim 89, wherein

said data related to said receiving apparatus includes the following: sexual classification of the receiving person, age, blood-type, birth data, name, registered address, zip code, IP address, stationary
25 telephone number, portable telephone number, mail address, kinds of equipment for constituting the available receiving apparatus, receptive capacity of the available receiving apparatus, reproducing capacity of the available receiving apparatus, operating system of the available receiving apparatus, names of POP/SMTP servers, group ID of the receiving
30 parties, group identifier, personal ID and passwords.

92. The data communication system according to any of Claims 89

through 91, wherein

said profile includes such a data containing tree-structure.

93. The receiving apparatus used for the data communication system according to Claim 92, further comprising:

5 a profile ID resetting means which, after causing said data selecting and receiving means to count the rounds of the reception of data received by said receiving means, if the rounds of the reception of data received by said receiving means are less than the predetermined rounds within a predetermined time T, resets said profile ID used for data
10 selection by said data selecting and receiving means back to such a profile ID corresponding to such a profile having own layer upper than the profile present in said tree-structure corresponding to said profile ID.

94. The receiving apparatus used for the data communication system according to any of Claims 73 through 93, wherein

15 said profile ID consists of an identifier.

95. The receiving apparatus used for the data communication system according to any of Claims 73 through 94, wherein

said contents data is linked with a plurality of profile IDs.

96. The receiving apparatus used for the data communication system
20 according to Claim 95, wherein

said plural profile IDs are respectively linked with said contents data via forms of AND, OR, NAND, NOR, or NOT.

97. The receiving apparatus used for the data communication system according to any of Claims 73 through 96, wherein

25 said receiving apparatus is movably structured.

98. The receiving apparatus used for the data communication system according to Claim 97, wherein

said receiving apparatus is mounted on an automobile, an electric train, or a bicycle, or manually carrier by user.

30 99. The receiving apparatus used for the data communication system according to any of Claims 85 through 98, wherein

based on said event signal generated by said event signal generating means and in accordance with said event processing data, said event signal processing means executes a variety of processes against said receiving apparatus, and

5 said processes include display of pop-up message, activation of a vibrator, generation of audio, transfer of data, commencement of communication, activation of programs, and reading of a contents data.

100. The receiving apparatus used for the data communication system according to any of Claims 73 through 99, wherein

10 said profile IDs are respectively ciphered, and

 said receiving apparatus further incorporates a deciphering means for deciphering said ciphered profile IDs.

101. The receiving apparatus used for the data communication system according to Claim 100, wherein,

15 in addition to said profile IDs, said contents data is also ciphered, and

 said deciphering means deciphers said ciphered contents data.

102. The receiving apparatus used for the data communication system according to any of Claims 73 through 103, wherein

20 said receiving apparatus receives data via a communication network selected from a group comprising ground TV broadcasting networks, satellite broadcasting networks, cable TV broadcasting networks, radio broadcasting networks, short-distance radio communication networks, and DAB networks.

25 103. The receiving apparatus used for the data communication system according to any of Claims 73 through 102, wherein

 said receiving apparatus consists of a portable telephone set.

104. The receiving apparatus used for the data communication system according to any of Claims 73 through 102, wherein

30 said receiving apparatus consists of a personal-use receiving apparatus incorporating short-distance radio function.

105. The receiving apparatus used for the data communication system according to any of Claims 73 through 104, wherein

said contents data includes a sale data and a prize data.

106. The receiving apparatus used for the data communication system according to any of Claims 73 through 105, wherein

said profile ID is capable of optionally being input into ID space in the address forming system.

107. The receiving apparatus used for the data communication system according to any of Claims 73 through 106, wherein

said profile IDs are respectively linked with said corresponding contents data by applying water mark technique.

108. The receiving apparatus used for the data communication system according to any of Claims 73 through 107, wherein

said contents data includes a stream-form data selected from a group comprising video data signals and audio data signals.